

IN THE CLAIMS

Please amend the claims as follows:

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--1-261. (CANCELLED)

C 262. (CURRENTLY AMENDED) A method of providing a user  
5 access to programming material, comprising the steps of:

imprinting a machine recognizable feature within a  
printed catalog;

scanning said machine recognizable feature of said  
printed catalog; and

10 transmitting data associated with said machine  
recognizable feature via a communication link to  
access said programming material, wherein said  
programming material is related to said printed  
catalog.

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263. (PREVIOUSLY ADDED) The method of claim 262 wherein  
said communication link includes the Internet.

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264. (CURRENTLY AMENDED) The method of claim 262 wherein  
said machine recognizable feature is selected from a group  
consisting of bar code, universal product code, invisible  
bar code, magnetic code, printed character, symbol, icon,  
5 invisible indicia, two-dimensional figure, icon, invisible  
icon, watermark, invisible watermark, digital watermark,  
series of alphanumeric characters, binary code, ~~digital~~  
~~watermark~~,—magnetic strip, code, analog pattern, and  
hieroglyphic character.

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265. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a printed catalog, comprising the steps of:

imprinting a machine recognizable feature within said

5 printed catalog wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said

printed catalog and downloading data indicative  
10 of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server; and

transmitting said programming material to said user

15 allowing said user to perceive said programming material in a humanly perceivable form, wherein said programming material is related to said printed catalog.

20 266. (PREVIOUSLY ADDED) The method of claim 265 wherein said programming material comprises multimedia.

267. (CURRENTLY AMENDED) The method of claim 265 wherein  
said machine recognizable feature is selected from a group  
consisting of a bar code, a universal product code,  
invisible bar code, magnetic code, printed character,  
5 symbol, icon, invisible indicia, two-dimensional figure,  
icon, invisible icon, watermark, invisible watermark,  
digital watermark, series of alphanumeric characters,  
binary code, ~~digital watermark,~~ magnetic strip, code,  
analog pattern, and hieroglyphic character.

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268. (NEW) A system for displaying programming material to a user, the system comprising:

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a printed catalog having at least one printed machine recognizable feature;

5 a feature recognition unit having associated therewith a means for recognizing said machine recognizable feature and a means for transmitting a coded signal in response to the recognition of said machine recognizable feature;

10 an intelligent controller having associated therewith a means for accessing said programming material in response to receiving said coded signal; and a display unit for presenting said programming material.

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269. (RE-PRESENTED - FORMERLY CLAIM 169) A system as defined in claim 268 wherein said at least one machine recognizable feature has associated therewith a data link which is recognized by said recognition unit.

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270. (RE-PRESENTED - FORMERLY CLAIM 170) A system as defined in claim 269 wherein said data link comprises an image data link.

271. (RE-PRESENTED - FORMERLY CLAIM 171) A system as defined in claim 269 wherein said data link comprises a video data link.

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5 272. (RE-PRESENTED - FORMERLY CLAIM 172) A system as defined in claim 269 wherein said data link comprises a programming data link.

273. (RE-PRESENTED - FORMERLY CLAIM 173) A system as  
10 defined in claim 269 wherein said data link comprises a sound data link.

274. (RE-PRESENTED - FORMERLY CLAIM 174) A system as defined in claim 269 wherein said data link comprises an  
15 online data link.

275. (RE-PRESENTED - FORMERLY CLAIM 175) A system as defined in claim 269 wherein said data link comprises a online shopping data link.

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276. (RE-PRESENTED - FORMERLY CLAIM 176) A system as defined in claim 269 wherein said data link comprises a pictorial data link.

277. (RE-PRESENTED - FORMERLY CLAIM 177) A system as defined in claim 269 wherein said data link comprises an electronic data link.

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5 278. (RE-PRESENTED - FORMERLY CLAIM 178) A system as defined in claim 269 wherein said data link comprises an electronic media link.

279. (RE-PRESENTED - FORMERLY CLAIM 179) A system as  
10 defined in claim 269 wherein said data link comprises an "information superhighway" data link.

280. (NEW) A system as defined in claim 279 wherein said  
"information superhighway" data link comprises the  
15 Internet.

281. (RE-PRESENTED - FORMERLY CLAIM 181) A system as defined in claim 279 wherein said "information superhighway" data link comprises the world wide web.

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282. (RE-PRESENTED - FORMERLY CLAIM 182) A system as defined in claim 279 wherein said "information superhighway" data link comprises a computer network.

283. (NEW) A system as defined in claim 279 wherein said "information superhighway" data link comprises an integrated service digital network (ISDN).

5 284. (RE-PRESENTED - FORMERLY CLAIM 184) A system as defined in claim 279 wherein said "information superhighway" data link comprises a telephone line.

10 285. (NEW) A system as defined in claim 279 wherein said "information superhighway" data link comprises a cable television (CATV) line.

15 286. (RE-PRESENTED - FORMERLY CLAIM 186) A system as defined in claim 279 wherein said "information superhighway" data link comprises a local area network.

20 287. (RE-PRESENTED - FORMERLY CLAIM 187) A system as defined in claim 279 wherein said "information superhighway" data link comprises a wide area network.

288. (RE-PRESENTED - FORMERLY CLAIM 188) A system as defined in claim 279 wherein said "information superhighway" data link comprises a data communications network.



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289. (RE-PRESENTED - FORMERLY CLAIM 189) A system as defined in claim 279 wherein said "information superhighway" data link comprises an Internet Product Service Directory.

290. (RE-PRESENTED - FORMERLY CLAIM 190) A system as defined in claim 279 wherein said "information superhighway" data link comprises a globally based digital communications network.

291. (RE-PRESENTED - FORMERLY CLAIM 191) A system as defined in claim 279 wherein said "information superhighway" data link comprises a wireless network link.

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292. (NEW) A system as defined in claim 279 wherein said "information superhighway" data link comprises a Wireless Application Protocol Internet.

20 293. (NEW) A system as defined in claim 279 wherein said "information superhighway" data link comprises an Ethernet network.

294. (RE-PRESENTED - FORMERLY CLAIM 194) A system as defined in claim 279 wherein said "information superhighway" data link comprises a RF cellular network.

5 295. (RE-PRESENTED - FORMERLY CLAIM 199) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises a printed character.

10 296. (RE-PRESENTED - FORMERLY CLAIM 200) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises a symbol.

15 297. (RE-PRESENTED - FORMERLY CLAIM 201) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises a pictorial icon.

20 298. (RE-PRESENTED - FORMERLY CLAIM 203) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises a two-dimensional figure.

299. (RE-PRESENTED - FORMERLY CLAIM 204) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises an icon.

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300. (RE-PRESENTED - FORMERLY CLAIM 209) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises a series of alphanumeric characters.

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301. (RE-PRESENTED - FORMERLY CLAIM 210) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises a binary code.

10 302. (RE-PRESENTED - FORMERLY CLAIM 213) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises a code.

15 303. (RE-PRESENTED - FORMERLY CLAIM 214) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises an online shopping product code.

20 304. (RE-PRESENTED - FORMERLY CLAIM 215) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises a home shopping product code.

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305. (RE-PRESENTED - FORMERLY CLAIM 216) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises an online shopping service code.

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306. (RE-PRESENTED - FORMERLY CLAIM 217) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises a home shopping service code.

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307. (RE-PRESENTED - FORMERLY CLAIM 218) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises an analog pattern.

15 308. (RE-PRESENTED - FORMERLY CLAIM 219) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises a hieroglyphic character.

20 309. (RE-PRESENTED - FORMERLY CLAIM 220) A system as defined in claim 268 wherein said programming material comprises information.

310. (RE-PRESENTED - FORMERLY CLAIM 221) A system as defined in claim 309 wherein said information comprises product information.

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5 311. (RE-PRESENTED - FORMERLY CLAIM 222) A system as defined in claim 309 wherein said information comprises retailer information.

10 312. (RE-PRESENTED - FORMERLY CLAIM 223) A system as defined in claim 309 wherein said information comprises shipping information.

15 313. (RE-PRESENTED - FORMERLY CLAIM 224) A system as defined in claim 309 wherein said information comprises return information.

20 314. (RE-PRESENTED - FORMERLY CLAIM 225) A system as defined in claim 309 wherein said information comprises payment information.

315. (RE-PRESENTED - FORMERLY CLAIM 226) A system as defined in claim 268 wherein said programming material comprises a service.

316. (RE-PRESENTED - FORMERLY CLAIM 227) A system as defined in claim 315 wherein said service includes displaying promotional programming on said display unit of a user.

317. (RE-PRESENTED - FORMERLY CLAIM 228) A system as defined in claim 315 wherein said service includes displaying a Web page related to an organization referenced in said catalog.

318. (RE-PRESENTED - FORMERLY CLAIM 229) A system as defined in claim 315 wherein said service includes conducting an interaction with a plurality of individuals associated with said catalog via a telephone.

319. (RE-PRESENTED - FORMERLY CLAIM 230) A system as defined in claim 315 wherein said service includes conducting an interaction with a plurality of individuals associated with said catalog via an online communication chat link.

320. (RE-PRESENTED - FORMERLY CLAIM 231) A system as defined in claim 268 wherein said display unit comprises a personal computer.

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5 321. (RE-PRESENTED - FORMERLY CLAIM 232) A system as defined in claim 320 wherein said personal computer comprises a laptop computer.

322. (RE-PRESENTED - FORMERLY CLAIM 233) A system as defined in claim 268 wherein said display unit comprises a television.

10 323. (RE-PRESENTED - FORMERLY CLAIM 234) A system as defined in claim 268 wherein said display unit comprises a device containing a microprocessor.

15 324. (RE-PRESENTED - FORMERLY CLAIM 235) A system as defined in claim 323 wherein said device containing a microprocessor is hand-held.

20 325. (RE-PRESENTED - FORMERLY CLAIM 236) A system as defined in claim 323 wherein said device containing a microprocessor is portable.

326. (RE-PRESENTED - FORMERLY CLAIM 237) A system as defined in claim 268 wherein said display unit comprises a personal digital planner.

327. (NEW) A system as defined in claim 268 wherein said display unit comprises an Internet appliance.

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5 328. (RE-PRESENTED - FORMERLY CLAIM 239) A system as defined in claim 268 wherein said display unit comprises a cellular telephone.

329. (RE-PRESENTED - FORMERLY CLAIM 240) A system as  
10 defined in claim 268 wherein said display unit comprises a wireless communication device.

330. (RE-PRESENTED - FORMERLY CLAIM 241) A system as  
defined in claim 268 wherein said display unit comprises a  
15 simulated book.

331. (RE-PRESENTED - FORMERLY CLAIM 242) A system as  
defined in claim 268 wherein said display unit comprises an  
intelligent terminal.

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332. (RE-PRESENTED - FORMERLY CLAIM 243) A system as  
defined in claim 268 wherein said display unit comprises a  
web-based television.



333. (RE-PRESENTED - FORMERLY CLAIM 244) A system as defined in claim 268 wherein said display unit comprises a pager.

5 334. (RE-PRESENTED - FORMERLY CLAIM 245) A system as defined in claim 268 wherein said display unit comprises an Internet-enabled telephone.

10 335. (RE-PRESENTED - FORMERLY CLAIM 246) A system as defined in claim 268 wherein said recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader, an optical reader, a personal camera, a personal computer reader, a digital camera, a digital mouse and an optical  
15 mouse.

336. (RE-PRESENTED - FORMERLY CLAIM 247) A system as defined in claim 335 wherein said recognition unit is linked to a personal computer.

20 337. (RE-PRESENTED - FORMERLY CLAIM 248) A system as defined in claim 335 wherein said recognition unit is linked to a wireless interface.

338. (RE-PRESENTED - FORMERLY CLAIM 249) A system as defined in claim 337 wherein said wireless interface comprises a wireless network.

5 339. (RE-PRESENTED - FORMERLY CLAIM 250) A system as defined in claim 338 wherein said wireless network comprises a cellular network.

10 340. (RE-PRESENTED - FORMERLY CLAIM 251) A system as defined in claim 338 wherein said wireless interface comprises a cellular telephone.

15 341. (RE-PRESENTED - FORMERLY CLAIM 252) A system as defined in claim 338 wherein said wireless interface comprises a pager.

342. (RE-PRESENTED - FORMERLY CLAIM 253) A system as defined in claim 338 wherein said wireless interface comprises a wireless personal computer.

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343. (RE-PRESENTED - FORMERLY CLAIM 254) A system as defined in claim 338 wherein said wireless interface comprises a personal digital assistant.

344. (RE-PRESENTED - FORMERLY CLAIM 255) A system as defined in claim 335 wherein said recognition unit is linked to a personal digital assistant.

5 345. (RE-PRESENTED - FORMERLY CLAIM 256) A system as defined in claim 335 wherein said recognition unit is linked to an Internet appliance.

10 346. (RE-PRESENTED - FORMERLY CLAIM 257) A system as defined in claim 335 wherein said recognition unit is linked to a television set.

15 347. (RE-PRESENTED - FORMERLY CLAIM 258) A system as defined in claim 335 wherein said recognition unit comprises a portion of a cellular telephone.

348. (RE-PRESENTED - FORMERLY CLAIM 259) A system as defined in claim 335 wherein said recognition unit comprises a portion of a personal digital assistant.

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349. (RE-PRESENTED - FORMERLY CLAIM 260) A system as defined in claim 335 wherein said recognition unit comprises a portion of a remote control unit.

350. (RE-PRESENTED - FORMERLY CLAIM 261) A system as defined in claim 335 wherein said recognition unit comprises a portion of a handwriting implement.

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5 351. (NEW) A system for displaying programming material to a user, the system comprising:

a printed catalog having at least one bar code;

a feature recognition unit having associated therewith

a means for recognizing said bar code and a means

10 for transmitting a coded signal in response to the recognition of said bar code;

an intelligent controller having associated therewith

a means for accessing said programming material

in response to receiving said coded signal; and

15 a display unit for presenting said programming material.

352. (RE-PRESENTED - FORMERLY CLAIM 196) A system as defined in claim 351 wherein said bar code comprises a  
20 Universal Product Code.

353. (NEW) A system as defined in claim 351 wherein said at least one bar code comprises an invisible bar code.

354. (NEW) A system for displaying programming material to a user, the system comprising:

a printed catalog having at least one magnetic code;

a feature recognition unit having associated therewith

a means for recognizing said magnetic code and a

means for transmitting a coded signal in response

to the recognition of said magnetic code;

an intelligent controller having associated therewith

a means for accessing said programming material

in response to receiving said coded signal; and

a display unit for presenting said programming material.

355. (NEW) A system as defined in claim 354 wherein said at least one magnetic code comprises a magnetic strip.

356. (NEW) A system for displaying programming material to a user, the system comprising:

a printed catalog having at least one watermark;

a feature recognition unit having associated therewith

a means for recognizing said watermark and a means for transmitting a coded signal in response to the recognition of said watermark;

an intelligent controller having associated therewith

a means for accessing said programming material

in response to receiving said coded signal; and

a display unit for presenting said programming material.

357. (NEW) A system as defined in claim 356 wherein said at

least one watermark comprises an invisible watermark.

358. (RE-PRESENTED - FORMERLY CLAIM 208) A system as defined in claim 357 wherein said invisible watermark comprises a digital watermark.

359. (NEW) A system as defined in claim 356 wherein said at least one watermark comprises a digital watermark.

360. (NEW) A system for displaying programming material to a user, the system comprising:

a printed catalog having at least one invisible machine recognizable feature;

5 a feature recognition unit having associated therewith a means for recognizing said machine recognizable feature and a means for transmitting a coded signal in response to the recognition of said machine recognizable feature;

10 an intelligent controller having associated therewith a means for accessing said programming material in response to receiving said coded signal; and a display unit for presenting said programming material.

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361. (NEW) A system as defined in claim 360 wherein said at least one invisible machine recognizable feature comprises invisible indicia.

20 362. (NEW) A system as defined in claim 360 wherein said at least one invisible machine recognizable feature comprises an invisible icon.--